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State of California—Health and Human Services Agency  
Department of Health Services

# Funding Alert



ARNOLD SCHWARZENEGGER  
Governor

January 3, 2005

**California Department of Health Services, Tobacco Control Section  
California Anti-tobacco Advertising Campaign  
Request for Proposals (RFP) 05-45204**

The California Department of Health Services, Tobacco Control Section (DHS/TCS), announces a tentative release date of **January 12, 2005**, for **RFP 05-45204, California Anti-tobacco Advertising Campaign**. The purpose of this RFP is to solicit proposals from qualified agencies that are able to develop, create, and implement an effective statewide anti-tobacco advertising campaign, targeting California's diverse communities.

Approximately \$45,000,000 for a base contract period of 36 months is estimated to be available for this RFP. The contract term will begin on or about May 1, 2005. The contract may also include two optional one-year extensions. Award amounts are contingent upon the use of multi-year spending authority and available revenues in the Governor's Fiscal Year (FY) 2005-06 and subsequent FYs.

DHS/TCS designed this RFP to eliminate the substantial up-front time and resource commitment normally necessary for an interested agency's response. There are several submittal deadlines for the various stages of response to this RFP. Specific details will be in the RFP. Emphasis has been placed on increasing the communication between DHS/TCS and the proposer during this process, with time set aside for state representatives to visit participating agencies. Most importantly, this RFP has been designed to assure that all agencies meeting the basic requirements will have an equal opportunity at attaining the contract.

To receive a copy of the RFP via mail, please provide the information requested in the form below, via mail, fax, or e-mail **no later than January 12, 2005**, to:

Marjorie Rogers  
TOBACCO CONTROL SECTION  
CALIFORNIA DEPARTMENT OF HEALTH SERVICES  
P.O. Box 997413, MS 7206  
Sacramento CA 95899-7413  
FAX: (916) 449-5505 or (916) 449-5517  
e-mail: mrogers1@dhs.ca.gov

A downloadable Portable Document Format (PDF) of the RFP will be on the DHS/TCS web page at:  
[www.dhs.ca.gov/tobacco/html/RequestforApplications.htm](http://www.dhs.ca.gov/tobacco/html/RequestforApplications.htm) after the release date.

PLEASE TYPE OR PRINT CLEARLY - RFP 05-45204, Advertising

Agency Representative: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/ZIP code: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Mobile Phone (optional): \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_